Permit #S00061740

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00061740 **Type of Permit:** STILL **Release Date:** 02/21/2013

Production Company RODALE

Insured Company Name RODALE

Contact Phone No. 1 610-967-8744
Contact Phone No. 2
Fax 610-967-8960
Address 135 N 6TH ST
EMMAUS, Pennsylvania 18098

Production Title MH

Type of Production Still Photo

Producer Mark Haddad

Director n/a n/a

1st AD n/a n/a

Production Manager n/a n/a

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Jeanne Graves
Primary Phone Office - 646-519-1300.
Secondary Phone

Location Assistant na n/a
Primary Phone Mobile - 646-519-1300.
Secondary Phone

Fees

Notification Charge	$105.00	**Total Permit Fee**	$165.00
FILMLA STILL APPLICATION FEE	$60.00	**Number of Locations**	2

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Summary Information — Location

Permit Number S00061740
Production Company RODALE
Insured Company RODALE
Production Title MH

Location Manager Jeanne Graves
Primary Phone Office - 646-519-1300.
Secondary Phone

Location Address 601 Rose Ave, Venice, CA, 90291

Location Type Loft

Film Dates 2/22/2013 - 2/22/2013 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic

Please see attached documents
MENS HEALTH.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	8
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	14

Filming Activities Exterior establishing shots; Exterior models against scenery; Interior models against scenery;

Jurisdiction
Political: Los Angeles City - Council District 11
Police: Los Angeles Police Department
Fire: Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H4

Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Location 2 of 2

Permit Number S00061740
Production Company RODALE
Insured Company RODALE
Production Title MH

Location Manager Jeanne Graves
Primary Phone Office - 646-519-1300.
Secondary Phone

Location Address Rose Ave., Bernard Ave., Dewey St., Ruth Ave. Inclusive, Los Angeles, CA, 90291

Location Type Walking Grid

Film Dates 2/22/2013 - 2/22/2013 07:00 - 22:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with vehicular or pedestrian traffic
No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location

Type	Quantity
Cast/Crew vehicles	8
Cube Trucks	1
Vans	2

Personnel on Location

Type	Quantity
Cast	1
Crew	14

Filming Activities Exterior establishing shots; Exterior models against scenery; Interior models against scenery; Stills of talent in alley between Rose Ave., Bernard Ave., Dewey St., and Ruth Ave. ;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Preciado

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

NO PERMIT

APPOINTMENT OF IMAGE LOCATIONS INC
AS AUTHORIZED AGENT AND REPRESENTATIVE

I certify that I am a representative of Men's Health Magazine ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g., theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I hereby appoint IMAGE LOCATIONS INC and its employees and agents as Principal's authorized representatives and agents to apply for location film (e.g., theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through the FilmL.A., Inc. for any city, county or other jurisdiction where FilmL.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) IMAGE LOCATIONS INC. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints IMAGE LOCATIONS INC as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency entity or organization (including FilmL.A., Inc. and any city, county of other jurisdiction where FilmL.A., Inc. operates) may rely upon this appointment and need not obtain any further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmL.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint IMAGE LOCATIONS INC as agent for Principal, and based upon that authority I hereby appoint IMAGE LOCATIONS INC as Principal's agent as set forth herein.

Dated: 2/11/13

Men's Health Magazine
Name of Principal

By: Mara A. Haddad
Representative's Signature

Photo Editor
Representative's Title

733 Third Avenue, #3A
Principal's Address

New York, NY 10017
City, State, Zip Code

Principal's Telephone 212-573-0300

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT